SOCAD-2/SOCAD-4 memo

SOCAD Updates

As a voluntary education program for the Army, SOCAD has experienced tremendous growth and change over the past few years. We share the following program facts to give you a sense of the size and complexity of the degree program at the beginning of 2005:

Number of distinct SOCAD institutions: 120
Institutions participating in SOCAD-2:   92
Institutions participating in SOCAD-4:   68
Number of SOCAD-2 student
   agreements issued in 2004:   12,146
Number of SOCAD-4 student
   agreements issued in 2004:   7,254

Of the 120 SOCAD member institutions, eighty-eight provide traditional classroom instruction "on the ground." Fifty colleges and universities provide distance learning degree programs in support of various Army education initiatives such as the Army Career Degree Program and eArmyU. A quick tally of those numbers indicates that many institutions provide both traditional classroom and distance learning delivery of their academic programs to Soldiers and their family members.

College participation in the SOCAD degree system has increased in the last five years. A 23% net gain in the number of member institutions has been evidenced since 2000. That figure, however, belies the program changes that have occurred. Thirty-one new academic institutions have joined SOCAD in five years, many of which brought in multiple degree programs. Likewise, existing member institutions have expanded their program offerings to one or more installations. For a current list of the SOCAD-2 and -4 colleges, go to the SOCAD Web site (http://www.soc.aascu.org/socad/)

Expansion has also occurred in the development of course transferability for servicemembers, both in the number of SOC course category subject areas possessing guaranteed course transferability and the number of courses in the course categories. As of October 2004, the SOCAD Degree Network System contained the following:

-    379   2-year course categories
-    224   4-year course categories
- 8,463   active college courses in 2-year t-tables
- 4,641   active college courses in 4-year t-tables
- 24,702   courses maintained in database
                (active courses and those "befored")

New Academic Subject Areas added to Transferability Tables. The development of a Psychology degree network has required immeasurable hours of work to review course descriptions, evaluate course comparability, track college responses for course comparability approvals, and finalize T-Table transfer guarantees. The net result of this effort has been the development of more than thirty new psychology and social science course categories into the SOC degree network system. Fourteen institutions offering associate degrees in psychology will participate in the new network at the 2-year level; at the bachelor's degree level, twenty-three academic institutions will participate. Psychology curriculum exhibits and newly-categorized psychology courses in the Transferability Tables will appear in the *Spring 2005 SOCAD Handbook*.

Additionally, three general education subject areas have been articulated into the associate- and bachelor's-level transferability tables. Recently-developed SOC course categories include international relations, music appreciation, and world religions. As well, a business-related category in consumer behavior was developed for the bachelor's-level (category previously existed for associate-level network programs).

Several existing course categories have undergone subject matter expert review and been further refined to appropriately reflect course changes in academia. English Composition I (EN024A/B), Accounting Principles (AC001A/B), and Accounting for Managerial Decisions (AC004A/B) have all been redefined and sub-divided into more narrowly defined subject areas for greater clarity and content comparability. College courses impacted have been circulated for peer review and transfer guarantee authorization. All new SOC category codes with the corresponding transferable courses will debut in the *Spring 2005 SOCAD Handbooks*.

Military Service Guidelines for Establishing and/or Marketing College Programs on Military Installations

Colleges and universities that are new to providing educational programs to the military population are often unsure how to go about establishing educational partnerships at a specific location. Below is a synopsis of DoD and Army regulations that govern such relationships in an attempt to steer college recruiters and administrators to the appropriate installation personnel responsible for voluntary education.

The Department of Defense (DoD) Directive 1322.8, "Voluntary Education Programs for Military Personnel, and, DoD Instruction (DoDI) 1322.25, "Voluntary Education Programs," promulgate policy for the Services to establish voluntary, adult continuing education programs on military installations. The DoDI provides specific guidelines for establishing, maintaining, and operating programs along with procedures for obtaining on-base programs/services.

Offering Degree Programs on an Installation. Specifically, the Army implements DoD policy through Army Regulation 621-5, Army Continuing Education System. The Department of Army civilian Education Services Officers (ESO) operate the commanders' education programs and serve as their education subject matter expert. In the continental United States (CONUS) ESOs establish Memorandums of Agreement with institutions to provide postsecondary education programs (vocational-technical certificates, associate, bachelor's and master's degrees) based on regular assessment of the need for educational programs at their specific locations. Programs can only be established on post when there are sufficient numbers of students to sustain the program. On-post providers of undergraduate programs must be members of Servicemembers Opportunity Colleges. Outside of the Continental United States (OCONUS), postsecondary programs must be contracted in accordance with the Federal Acquisition Regulation due to Status of Forces Agreements and logistical requirements of delivering programs in an overseas theater. In Europe, the Army is the Executive Agent for the Tri-Service contract for postsecondary programs and services, while in the Far East, the Air Force is the Executive Agent.

Offering Degree Programs via Distance Learning. Academic institutions interested in providing on-line postsecondary certificate and degree programs Army-wide must be a member of SOC/SOCAD and apply to the Army's eArmyU integrator. An Education Service Officer at one military installation does not have the authority to sign a Memorandum of Agreement for educational service provision outside his or her immediate jurisdiction. Since the inception of the eArmyU in January 2001 Army has channeled all on-line distance learning degree programs through eArmyU to Soldiers. At this time eArmyU has completed the Education Partner Solicitation selection process and no new degree programs are being added. If your Academic Institution would like to be added to a mailing list for information regarding future opportunities to become part of the eArmyU team, go to the eArmyU web site: www.earmyu.com. Once at the site, click on the top right box entitled "About eArmyU", then click on the heading, "Become an eArmyU Partner". That should provide you all the information you need to consider participation.

Marketing Degree Programs to the Military. Institutions wishing to market or promote their educational programs to Soldiers, commanders or groups of Soldiers on base need to follow established protocols. Any on-base contact initiated by a college and university should be cleared and approved by the Education Services Officer for the installation. As a courtesy to the OCONUS Regional Education Advisors (REAs) and the CONUS Education Services Officers (ESOs), please follow the policy outlined below when advertising your institution (Advertising includes: placing ads in a local newspaper, mailing brochures to a site, posting flyers at an education center, etc) or establishing on-base contact with military units or tenant organizations.

Steps to Advertising your educational program(s):

1) Use the published list of Army Education Centers to obtain the appropriate REA/ESO. To contact: 1. Go to the ACES Site Listing at https://www.aces.army.mil/aces/ACESsitesAll.asp. The "ACES Site Listing" will appear and identify the address, phone, fax, and email data by installation.

   DANTES also provides a list of Education Centers for all services at http://www.dantes.doded.mil/dantes_web/apps/edcenters/

2) For CONUS sites, contact the installation ESO; outline what you would like to do and when you intend to execute it. For OCONUS sites, contact the REA; outline what you would like to do and when you intend to execute it.

3) Obtain confirmation/approval from the REA or ESO about your plans before implementing them. Give each REA/ESO enough time to review and reply to your request prior to implementation. This will allow each of you to align your plans with the installation's eArmyU preparations. It will also give each of you an opportunity to become acquainted with the office.

In reference to establishing an office on the installation, you must have a Memorandum of Understanding (MOU) in place between the institution and the installation command to provide programs on site. Otherwise, you are not authorized to establish an office on the installation.

Army Career Degree Program

The Army Career Degree Program (ACDP) includes a subset of SOCAD colleges and universities that provide degree programs uniquely matched to the recommended professional development path for their occupational specialty. The purpose of the ACDP is to match civilian equivalent degrees to enlisted military occupational specialities, thus allowing Sol-

diers to maximize the learning achieved through their own Army career development while enabling them to complete college degrees through distance learning anywhere in the world. An Army Career Degree plan is a fully-articulated degree plan that shows Soldiers credit that colleges award for their Army training and experience. Options to complete remaining degree requirements are also listed, including traditional/distance learning courses, license and certification evaluation, and national testing programs. More information about the ACDP and a current list of degree plans can be found online at http://www.soc.aascu.org/socad/ACD.html.

The ACDP is an initiative sponsored by ACES Army Education Division and the Training and Doctrine Command, and SOCAD. The Army requested SOC to expand the SOCAD program to incorporate a career degree option which maximizes Army learning experiences and minimizes additional college study. SOCAD identifies and articulates civilian college degree programs to accommodate specific, high-density military occupational specialty populations based on Army educational priorities. Over 70 Army Career Degrees have been implemented to date with several degrees under development. The program is marketed collectively by the Army Education Division, the respective Army Training Proponent, the Academic provider (college or university), and SOC. For more information about the program, go to the above mentioned ACDP Web page or contact Darcey Cuffman, SOCAD Army Career Degree Program Manager.

Non–Traditional Learning Sources Save Tuition Assistance Funding

During FY 2004, the Army Continuing Education System experienced a cost avoidance benefit of more than $78 million dollars from SOCAD institutions awarding college credit from non-traditional credit sources.

According to end of year data, 177,447 semester hours of non-traditional credit were awarded by SOCAD-2 member institutions for prior learning experiences. In the SOCAD-4 network system, member institutions awarded 110, 556 semester hours of non-traditional credit in 2004. On average, nearly one-fourth of a Soldier's associate degree requirements are satisfied by non-traditional credit awards for military experience or national testing programs; at the bachelor's level, roughly 16-20% of a Soldier's degree requirements are completed by alternative learning experiences. Credit for military training and occupational specialty experience accounts for nearly 90% of evaluated credit awarded to servicemembers.

National testing programs such as CLEP, DANTES Subject Examinations, Advanced Placement exams, and Excelsior College Exams are an often-overlooked no-cost solutions for gaining college credit. Soldiers and family members who possess skill competency and subject knowledge in specific subject areas can demonstrate and validate prior learning at the collegiate level to their home institution by successfully passing a subject examination from a nationally recognized testing program. Soldiers deployed in areas where electronic connectivity is limited may opt to study textbooks and study guides independently and then use any of the approved testing programs to validate the acquired knowledge.

The following summary outlines non-traditional credit resources shown on the SOCAD Student Agreements during FY 2004:

Credit Source	SOCAD-2 Credit Hrs	SOCAD-4 Credit Hrs	All SOCAD Total Credit Awards
Service Schools	66,381	54,870	121,251
Military Occupational Specialty	100,060	59,299	159,359
College Level Examination Program (CLEP)	5,857	6,813	12,670
DANTES Subject Examinations (DSST)	1,201	2,580	3,781
Excelsior College Exams (formerly ACT/PEP)	93	689	782
Certification/Licensure Exams	108	797	905
Other Testing/Evaluated Credit Sources	3,747	9,525	13,272
Total: Non-Traditional Credit Sources	**177,447**	**134,573**	**312,020**

SOCAD Leadership Transitioning

Kathryn McMurtry Snead has been appointed president of SOC. Snead's career spans 25 years in higher education administration. She currently serves as SOC Army Degrees (SOCAD) Project Director. In this position Snead directed the overall management of the SOCAD Project including eArmyU academic consultation and Army Career Degrees Program. Snead, whose appointment was effective March 7, 2005, joined SOC in 1995. She succeeds Steve Kime, who has headed the program since 1989.

"Kathryn Snead's successful tenure with SOC combined with her university and community college experience are an effective combination that will help the program address these challenges and advance the work of SOC on behalf of this country's servicemembers and their families," said Constantine W. Curris, president of the American Association of State Colleges and Universities (AASCU).

A national search is currently underway to select a new SOCAD Project Director.

Changing Trends in Type of Degrees Pursued by Soldier–Students

Historical data as to the types of degrees pursued within the SOCAD degree network indicates a slight change of focus in recent years. The data, at the right, summarizes student enrollments by degree network indicated on SOCAD student agreements. Some factors that influence student preference within the wide selection of degree options available in SOCAD are availability of degree programs by distance learning, application of non-traditional credit for military experiences, and potential employment opportunities.

SOCAD–2 Enrollments based on Student Agreements

	Cumulative	Last 5 Years
- General Studies	40%	50%
- Interdisciplinary Studies	21%	9%
- Management	10%	3%
- Criminal Justice	7%	9%
- Computer Studies & Info Sys Mgmt	4%	5%
- Business/General Business	2%	5%
- Automotive Maintenance	2%	<1%

SOCAD–4 Enrollments based on Student Agreements

	Cumulative	Last 5 Years
- Management	27%	15%
- Interdisciplinary Studies	16%	28%
- Computer Studies & Info Sys Mgmt	12%	10%
- Business Administration	8%	15%
- Professional Aeronautics	7%	8%
- Criminal Justice	5%	9%

VISIT SOCAD ON THE WEB
http://www.soc.aascu.org/socad